



# IARI *reporter*

*industrial advertising research institute*

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Vol. 2, No. ~~X~~4

May, 1960

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MAKE YOUR RESERVATIONS NOW  
for  
I.A.R.I.'S FIRST ANNUAL RESEARCH FORUM

May 18, Hotel Commodore, New York and May 24, Conrad Hilton, Chicago

Program Highlights

"Motives in Industrial Buying" -- George Robertson, General Electric, will probe into the underlying factors entering into purchase decisions and point up how attitude-influencing factors can be communicated to the buyers of your products.

"Techniques & Standards of Mailed Readership Studies" -- Edmund Greene, Monsanto Chemical, will present for the first time the findings of IARI's next report comparing readership questionnaire techniques---which could result in a new concept of publication evaluation.

"A Statistical Study of Copy Characteristics" -- John W. DeWolf, G. M. Basford and J. Wesley Rosberg, The Buchen Co., will review the multiple-correlation analysis work now being done in determining copy and layout characteristics leading to high scores for both black & white and two-color ads in various publications.

Afternoon sessions will be devoted to audience participation in roundtable discussions of above subjects.

Write IARI, Box 411, Princeton, N. J., for reservations. Registration fees for full-day session, including lunch: IARI subscribers - \$15; others - \$35. Attendance at each Forum limited to 150.

## WHAT IS COORDINATION?

Coordination may be defined as "effecting the harmonious functioning of logically related parts in proper sequence." This utopian state of affairs may seem difficult to achieve. However, if your problem is in the field of industrial marketing, you will find real help in IARI's Report #8, "How to Coordinate Industrial Sales & Advertising."

Specifically, this report demonstrates how coordination of advertising and sales can be achieved in these three principal areas:

- in defining long- and short- range objectives
- in long- and short- range planning
- in carrying out plans, including evaluation of results and modification of plans as required.

## IARI SEMINAR HELD IN PORTLAND, OREGON

Industrial advertising representatives from the Northwestern Area attended the Institute's seminar in Portland on April 26th. This all-day workshop was sponsored by the AIA Oregon Chapter.

## DOES YOUR BUDGET REFLECT ALL OF YOUR MARKET CONDITIONS?

Simply doing what has been done or what others are doing may lead to unhappy results.

This is what happened to a company which for years had enjoyed 25% of the industry's volume. However, through market analysis it was suddenly found that this volume had slipped to 15%. This situation resulted from basing budgets year after year on the same ratio to sales--overlooking the market activities of competition.

For a practical approach on gearing selling and advertising efforts to desired industry volume, follow the step-by-step task method approach as described in IARI's Report #3, "How to Establish the Budget for Advertising Industrial Products."

#### ADDITIONAL APPOINTMENTS OF AIA-IARI LIAISON REPRESENTATIVES

H. T. S. Heckman, Chairman, AIA-IARI Coordinating Committee, has announced a total of 18 liaison representatives accepting appointments to date. Recently named by AIA Chapter Presidents are: Albany, A. R. Jaeckel, Alco Products Incorporated; Chicago, Harold O. Hayes, Fuller & Smith & Ross, Inc.; Hartford, Kent S. Putnam, Associated Spring Corporation; Montreal, G. C. Draper, Jr., Peacock Brothers Limited; Oregon, Thor Pearson, Hyster Company; Pittsburgh, B. W. S. Dodge, Gulf Oil Corporation; San Francisco, George Andrews, E. D. Bullard Company; Southern California, Robert Colville, Van der Boom, Hunt, McNaughton, Inc.; and Youngstown, William Farragher, Youngstown Sheet & Tube Company.

#### WHAT TYPE OF ADVERTISING DEPT. STRUCTURE WILL BEST FIT YOUR COMPANY'S NEEDS?

Many factors such as number and complexity of product lines, degree of agency participation, and variety of functions handled must be considered in deciding upon the organizational structure best suited to do the job.

IARI's Report #5, "Organizing and Controlling Industrial Advertising Operations," discusses the pros and cons of the four broad types of structures encountered in the study. This analysis suggests how you can employ the strong elements of each and then tailor-make a combination type to meet your specific requirements.

#### DON'T OVERLOOK IARI REPORT #2 WHEN SETTING UP AN INQUIRY HANDLING SYSTEM

"An Abstract-Bibliography of Published Information on the Handling of Industrial Advertising Inquiries" is an analysis of the writings of industrial advertising practitioners. It was compiled concurrently with the development of IARI Report #1, "A Study of Methods for Handling and Evaluating Industrial Advertising Inquiries."

While the Institute does not necessarily approve the methods described in the bibliography, the report does provide excellent background information and should be helpful in establishing or perfecting an inquiry handling system.

DO YOU INFORM YOUR KEY PERSONNEL  
ABOUT THE AVAILABILITY OF IARI REPORTS?

We frequently receive inquiries from marketing staff members of subscribing companies about the various IARI reports. Your organization can benefit more from the \$250,000 worth of research in these reports if you familiarize your new personnel about them. John W. DeWolf, Vice President of G. M. Basford Co., did it this way:

TO: Account Men  
Art Directors  
Publicity Department  
Executives

MEMORANDUM

December 10, 1959

FROM: John W. DeWolf

The attached folder covers the highlights of the Industrial Advertising Research Institute's latest study -- "Motives in Industrial Buying."

This study with the field work done by Stewart-Dougall, confirms many of the findings of Steel magazine's study which was widely publicized last spring. It can be summarized in these two statements: Industrial buyers are human in arriving at their purchasing decisions. However, the personal considerations which motivate industrial buyers buying for their companies are very different from those that motivate the same people when buying products for their own use.

Two copies of the complete IARI study are available in the Copy Department, one copy is available in the Cleveland office, five copies are available in my office. Those of you who have time to read the complete book will find it both interesting and enlightening.

Incidentally, some of you may have forgotten about some of the older IARI studies -- most of which are worth referring to from time to time.

- Report No. 1 - Methods for Handling and Evaluating Inquiries
- 2 - Bibliography of Information on Handling Advertising Inquiries
  - 3 - How to Establish the Budget for Advertising Industrial Products
  - 4 - Yardsticks for Evaluating Industrial Advertising Research
  - 5 - Organizing and Controlling the Industrial Advertising Operations
  - 6 - Analysis of Advertising Readership Studies
  - 7 - How to Get More Value from Trade Show Exhibits
  - 8 - How to Coordinate Industrial Sales and Advertising

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